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Reports on Plans and Priorities are public overviews of departmental planning and expenditures. Each department of the Government of Canada must submit a report annually. They are tabled in Parliament by the President of the Treasury Board on behalf of the ministers who preside over these organizations.

To obtain a copy of ACOA's 2000-01 Estimates—Part III Plans and Priorities, please call Communications Branch, ACOA Head Office at 1-800-561-7862 or write:

Atlantic Canada
Opportunities Agency
Communications Branch
Head Office
P.O. Box 6051
644 Main Street
Moncton, New Brunswick
E1C 9J8

Also available on our website

<http://www.acoa-apeca.gc.ca>.

A Commitment to Sustainable Development

At ACOA we believe that a healthy environment is essential to the development of a strong, growing and sustainable economy. We are committed to protecting the environment of this region by setting an example in the environmental management of ACOA's own operations, by promoting sustainable businesses in the Atlantic region, and by advancing the environmental industry sector in Atlantic Canada.



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada

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Key ACOA Activities

Policy, Advocacy, Coordination

- Develop a contemporary policy framework for economic development in the Atlantic region, and work to develop a consensus around this as a basis for coordinated action by key economic stakeholders.
- Actively promote Atlantic Canada's interests with respect to national policies, programs, issues and procurement.
- Work closely with partners to help coordinate economic development activities and functions in Atlantic Canada.

Access to Capital and Information

- Increase employment and new business start-ups as a result of increased access to capital and information for Atlantic SMEs.

Entrepreneurship and Skills Development

- Increase opportunities for people to learn the process of becoming an entrepreneur and starting a business through entrepreneurship education.
- Participate in programs addressing the special entrepreneurship needs of groups such as Aborigines and youth.
- Enhance SME owner/operator management skills.

Innovation

- Assist in the development and commercialization of new technologies; enhance technology skills and growth of strategic sectors.



Trade, Tourism, and Investment

- Ensure that more SMEs engage in export activity (new exporters).
- Help increase profitability, investment and wages in the tourism sector.
- Increase number of export-ready SMEs.
- Help existing exporters sell more, and to a more diversified market.

- Increase foreign direct investment (FDI) in the Atlantic region.

Community Economic Development

- Help rural communities develop and implement strategic plans to create self-sustaining, economically viable communities.
- Expand access to government business services (financing, counselling and information).
- Develop alternative employment options in areas affected by the closure of the Atlantic groundfish fishery.



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Government
Publications

Highlights of the 2000-2001 Estimates

Part III

Report on Plans and Priorities



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The Honourable George Baker, P.C., M.P.
Minister of Veterans Affairs and Secretary of State
Responsible for Atlantic Canada Opportunities Agency

A message from the Secretary of State

"In the speech from the Throne opening the Second Session of the Thirty-Sixth Parliament (October 1999), the Government of Canada resolved to strengthen the country by enhancing the quality of life of Canadians. What this means specifically for the Atlantic Canada Opportunities Agency (ACOA) is a renewed commitment to building stronger communities and a more dynamic economy in Atlantic Canada."

ACOA's Annual Report on Plans and Priorities (Part III)

In an increasingly competitive global environment, productivity is crucial to the growth of the Atlantic economy. ACOA's strategy will focus on opportunities for the region's growth sectors and for its resource sectors. Trade and investment promotion strategies will be critical in accessing external markets and in bringing external markets to the region. Innovation capacity must also be raised as it determines the products and investments of the future.

To grow the regional economy from within, ACOA will work to help individual businesses to maximize their potential through the incorporation of best management practices. Where needed ACOA will also help make access to capital more readily available.

To give effect to its regional economic development strategy, ACOA will continue to work in partnership with other federal departments, the Provinces, municipalities and the Private sector.



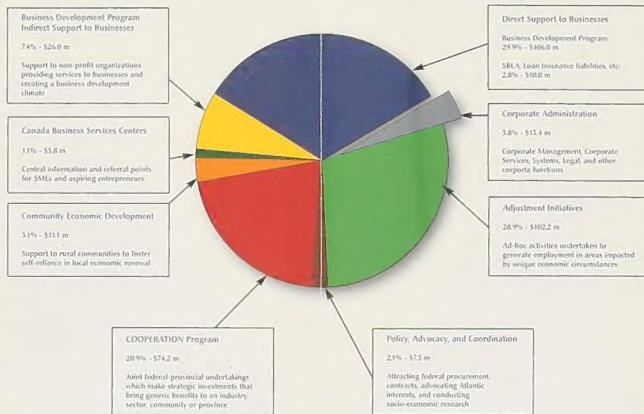
• To provide Canadians with an enhanced ACOA policy research and analysis capacity in support of creating greater economic opportunities in Atlantic Canada.

- To provide Canadians with business services supporting growth and competitiveness of Atlantic small- and medium-sized enterprises, leading to increased productivity, earned incomes and job creation.
- To provide Canadians with economic opportunities for rural Atlantic Canada through community-based economic development (CBED).
- To ensure that ACOA's resources are efficiently and effectively managed and that administrative systems and services are in place to support management decision-making, accountability and operational control.

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ACOA 2000-2001

Planned Spending: 354.2* m



* The government has allocated \$2.65 billion for strengthening provincial and municipal infrastructure and will be consulting with other orders of government in the coming months to reach consensus on a multi-year plan to improve municipal infrastructure in cities and rural communities across Canada and provincial highways. Agreements are expected to be signed by the end of the year.